Thurs Guggenheim , Harris

Thurs Oct. 29, 1953

7 59 40	20"	sign on		SL
8 00 00	50 00	Behind the eight ball	GOMROY	SL
8 50 00	10"	Sign off		SL
1 59 40	20"	Sign on		SL
2 00 00	29	Discology 58-A	Rich	SL
2 29 00	1	Break		SL
2 30 00	29	Discology 58-A	Rich	SL
2 59 00	1	Break		SL
3 00 00	5	News		AN
3 05 00	24	Make Mine Music	Koodish	SL
3 29 00	1	Break		SL
3 30 00	29	Make Mine Music	"	SN
3 59 00	1	Break		SL
4 00 00	59	Music in 1/3 time	Lehrman	SL
4 59 00	1	Break		SL
5 00 00	5	News		AN
5 05 00	24	Easy Listening	Carbone	SN
5 29 00	1	Break		SL

S T U D E N T S! M A K E $25.00

WRITE A LUCKY STRIKE JINGLE!

Here's your chance to make yourself $25. Just write a 4-line Lucky Strike jingle, based on the fact that Luckies are made better to taste better.*

Then, if we select your jingle, we'll pay you for the right to use it, together with your name, in Lucky Strike advertising.

Here are some sample jingles:

I've heard the same in every class –
In history, psych, and ec –
For cleaner, fresher, smoother smokes,
It's Lucky Strike, by heck!

I like a better-tasting smoke
And mildness counts with me.
So when I buy I keep in mind
That L.S./M.F.T!

Study these sample jingles. Then get the gang together, break out the rhyming dictionary, and start writing. It's fun!

Hint – if you can sing your jingle, it's a good one!

Hint – the more jingles you write, the more money you have a chance of making.

Hint – be sure to read all the instructions!

HERE ARE THE INSTRUCTIONS

1. Write your Lucky Strike jingle on a plain piece of paper or post card and send it to Happy-Go-Lucky, P. O. Box 83, New York 46, N. Y. Be sure that your name, address, college and class are included – and that they are legible.
2. Base your jingle on any qualities of Luckies. "Luckies are made better to taste better," is only one. (See "Tips to money-makers.")
3. Every student of any college, university or post-graduate school may submit jingles.
4. You may submit as many jingles as you like. Remember, you are eligible to earn more than one $25 award.

*TIPS TO MONEY-MAKERS

To write a winning Lucky Strike jingle, you're not limited to "Luckies are made better to taste better." Use any other sales points on Lucky Strike such as the following:

L.S./M.F.T.
Lucky Strike means fine tobacco
Luckies' cigarette-tearing demonstration
Luckies taste cleaner, fresher, smoother
Be Happy — Go Lucky
So round, so firm, so fully packed
So free and easy on the draw
Buy Luckies by the carton
Luckies give you deep-down smoking enjoyment

Yes, for more real, deep-down smoking enjoyment,
Be Happy — Go Lucky! Make your next carton

LUCKY STRIKE!

The American Tobacco Company

Thurs Oct 29 '53

5 30 00	29	Easy Listening	Sarbone	SN
5 59 00	1	Break, Sign off		SL
6 59 40	20"	Sign on		SL
7 00 00	29	Folk Tunes	Kaplin	SL
7 29 00	1	Break		SL
7 30 00	29	Show Tunes	Winetsky	SN
7 59 00	1 Br	Break		SL
8 00 00	14 45"	News		AN
8 14 45	15"	Break		SL
8 15 00	2hr.14	Thursday night show	Handleman	SL
10 29 00	1	Break		SL
10 30 00	15	Stardust time	nobody	SL
10 45 00	40"	Sign off		SL

8-9 8ball Cosby

2-3 D 5/8a Rich

3 News A

3-4 wake Koodish N

4-5 1/3 Lehrman

5 news

5-6 Dist Sarbaca N

7- Polk Kaplan

7:30 Show Wheeler N

8 - News

-10:30 - Texas Hardbroan

Star